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ABSTRACT

This student workbook provides information about mass media and invites students to consider and respond to that information. Students are encouraged to use reading, writing, researching, critical thinking, interpreting, and debating skills in their responses. The book is organized into 8 chapters: (1) "The World of Media"; (2) "Television: Is This Your Life?"; (3) "Radio: The Intimate Medium"; (4) "Film: The Big Picture"; (5) "Journalism (Video and Print): The Great Debate"; (6) "Propaganda: The Worm in the Apple"; (7) "Advertising: The Big Pitch"; and (8) "Open and Controlled Media: A World View." The book concludes with a section provided for student notes. (MM)

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